WHAT IS CLAIMED IS:

1.   An electronic camera for capturing of digital images, said camera comprising:

a communication device for wireless transmission of digital image files captured by said electronic camera to a recipient:

a selection device for creating an electronic content identifier to be associated with a digital image file in said camera, said camera having a cell modem for sending images up to a service provider, said content identifier identifying a recipient that said associated digital image file is to be forwarded.

2.   An electronic camera according to claim 1 wherein said recipient comprises a service provider.

3.   An electronic camera according to claim 2 wherein said service provider sends a confirmation message to said electronic camera that said transmission has been received.

4.   An electronic camera according to claim 3 wherein said transmission includes information contained in said transmission.

5.   An electronic camera according to claim 1 wherein said icon is automatically generated in response to analyzing said digital image file and determining that a predetermined image content is present.

6.   An electronic camera according to claim 5 wherein said predetermined image content comprises face recognition of an individual.

7.   An electronic camera for capturing of digital images, said camera comprising:

a communication device for wireless transmission of digital image files captured by said electronic camera to a recipient:

a computer software program for analyzing said digital image files for recognizing a pre-selected image content, upon recognizing said image content an electronic instruction is created with respect to further processing of said digital image by said recipient which is transmitted to said recipient along with digital image file.

8.   An electronic camera according to claim 7 wherein said instruction comprises an icon which identifies a specific instruction that is known to said recipient.

9.   An electronic camera according to claim 7 wherein said recipient is a service provider.

10.   An electronic camera according to claim 9 wherein said instruction comprises the automatic forwarding of said digital image file or a representation of said digital image file to a third party.

11.   An electronic camera according to claim 7 wherein said recipient comprises a service provider.

12.   An electronic camera according to claim 11 wherein said service provider sends a confirmation message to said electronic camera that said transmission has been received.

13.   An electronic camera according to claim 12 wherein said transmission includes information contained in said transmission.

14.   A system for transmitting digital image files captured by an electronic camera for capturing of digital images , said camera having a communication device for wireless transmission of digital image files captured by said electronic camera to a recipient;

said recipient having a computer software program for analyzing said digital image files for recognizing a pre-selected image content, upon recognizing said image content an electronic instruction is created with respect to further processing of said digital image by said recipient.

15. A system according to claim 14 wherein said digital image file is automatically transmitted to a third a party.

16. A method for managing image transmitted directly from an electronic camera to recipient, said electronic camera having a device for wireless transmission of a digital media file to said recipient, comprising the steps of:

receiving a digital media file over a wireless transmission from said electronic camera, said digital medial file having a digital image file and an instruction with respect to said digital image file;

implementing said instructions provided in said digital media file.

17. A method according to claim 16 wherein said instruction includes the step of:

said recipient analyzing said digital image file for a predetermined image content identifier.

18. A method according to claim 17 wherein said content identifier identifies a third party to whom said digital image file or representation thereof is forwarded.